

The Effects of Decision Making Styles on Susceptibility to Marketing Techniques

A Senior Honors Thesis

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by

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### Abstract

The present study investigates the difference between three types of decision makers (analytical, intuitive, and regret) with respect to susceptibility to marketing techniques and decision making strategies, using a natural groups design (3 types of subjects). Subjects' (n=88) decision styles were determined by Nygren's Decision Making Inventory. A Hypothetical Situations Questionnaire was constructed to measure subjects' susceptibility, and a post-choice survey measured the degree of influence and strategy use. It was predicted that analytical decision makers would be least susceptible to marketing techniques, however there were no significant differences. It was predicted that analytical decision makers would be influenced the most. While they were highly influenced, unexpectedly, regret based decision makers were also highly influenced by the features. As expected intuitive decision makers were not highly influenced. The hypothesis that analytical decision makers would use exhaustive decision making techniques was supported. The results also show the DMI is valid and add to information about individual differences in decision making styles.

### The Effects of Decision Making Styles on Susceptibility to Marketing Techniques

Research on decision making strategies has often defined decision making (DM) strategies as intuitive or analytical. Originally, Payne, Bettman, and Johnson (1993) found that people use multiple strategies such as satisficing, elimination by aspects, equal weighting, etc. when making decisions in complex tasks. Further research on this topic shows that in using these strategies to make decisions, people tend to use either a more intuitive or analytical style. Nygren and White (2002) developed the decision making inventory (DMI) which determines decision maker type: analytical, intuitive, or regret-based emotional.

Nygren and White (2002) tested the construct validity of each of three strategy scales (analytical, intuitive, and regret) by comparing the high scorers on each scale with a variety of other well established scales including, but not limited to, the Rosenberg self-esteem scale, the Beck depression inventory, and scales that measure workload intolerance, performance goal orientation, learning goal orientation, harm avoidance, risk taking, impulsivity, need for cognition, self handicapping, self deception, belief in luck, and causal uncertainty. They found general characteristics that each type of decision maker was likely to have by analyzing the correlations between the type of decision maker and each of the scales. They found "...high analytical individuals are...less likely to be risk-seeking, impulsive and workload tolerant, and more likely to be performance goal oriented, learning goal oriented, and [to exhibit] high need for cognition" (Nygren and White, 2002). On the other hand "...high intuitive decision makers are likely to be

more goal oriented, risk-seeking and impulsive, show higher self-esteem, have a greater belief in luck, and be less likely to exhibit self-deception, depression, or causal uncertainty" (Nygren and White, 2002). Finally, "High regret-based decision makers are less likely to be...risk-takers or to have high self-esteem. They tend to score higher in personal harm avoidance, workload intolerance, performance goal orientation, self-handicapping, both personal and judgmental self-doubt, depression, and causal uncertainty" (Nygren and White, 2002). While comparisons between the groups can be made, that is not what these statements intend to do. Saying high analytical individuals are less likely to be risk seeking implies that if in situations where risk is involved, these types of decision makers would be less likely to seek risk than to avoid the risk. Another way to look at it is to say that high analytical decision making is negatively correlated with risk taking propensity ( $r = -.173$ ).

Nygren and White (2002) related the decision maker type with performance on a novel complex task, which in this case was a pilot flight task simulation. They found that high analytical DMs performed more poorly than did low analytical individuals; moreover under higher workload demands, high intuitive did better than low intuitive on the task. These findings show that a high reliance on analytical decision making is not always the best strategy and that there are individual differences in performance based on decision making style.

In a similar task, White and Nygren (2002) examined framing in regard to which decision making style is used. They used the DMI to determine subjects' DM style and randomly assigned the subjects to one of three instruction conditions. In this study the "task instructions are framed to suggest that either an intuitive or an analytical approach

to the task will result in better performance." The three conditions were: a general task instruction, an intuitively framed task instruction, and an analytically framed instruction, which were identical except for eight key sentences. For example, they read "we will be looking at how well people are able to rely on their (reasoning, careful reasoning, or quick reasoning) in order to make (decisions, orderly decisions, or intuitive decisions) in approaching the tasks in this simulation." They found that both the framing and DM style had an influence over how the subjects performed on the task. However, some subtasks with a decision making element were more influenced by DM style. Although framing the instructions made subjects attempt to approach the task in the way suggested by the manipulated instructions, the decision making style seemed to have a greater influence upon task outcomes than the instructions. This study shows how strong of an influence a decision making style can have in a pilot flight simulation task because its influence was stronger than that of the manipulated instructions subjects tried to follow. The present study examines if this strong of a decision making style influence exists in situations found in everyday life as opposed to flight simulation.

Another situation in which Nygren and White (2001) found individual differences in decision making was in betting behavior in horse race gambling. They found high intuitive decision makers performed the best as they increased their bet amounts, moreover these decision makers did not change their strategy based on results from previous trials, and were therefore less susceptible to the gambler's fallacy. On the other hand analytical decision makers were more susceptible than intuitive decision makers to the gambler's fallacy because they expected a balance between wins and losses; in other words they allowed the previous trials to affect their betting. Again, this shows the

influence of decision making style on performance in a gambling situation, but in a situation that for most people is not part of their everyday life. The present study focuses on decisions people are used to making on a daily basis.

Nygren and White's (2002) study shows that the "use of one decision making style over another can affect performance on some complex tasks" and asks "what other task domains these influences on performance may be found?" The present research aims to discover these influences of decision style in an everyday life situation. The study focuses on how susceptible each type of decision maker is to marketing techniques, and looks for individual differences in people's responses based on decision making style.

Nisbett and Wilson (1977) reported data concerned with decision making in a marketing context. Subjects chose a nylon stocking from a line up and explained their choice. All the stockings were the same, but nevertheless subjects gave reasons why one was better than others. This illustrates that people make decisions based on affective or emotional factors, not cognitively-based factors like product features or cost-benefit analysis. It also suggests that we do not always know why we make decisions the way we do.

The present study takes a different direction than the Nisbett and Wilson study by concentrating on individual differences in decision making style in response to marketing techniques. To find these differences, a hypothetical situations questionnaire was created with four situations based off of four sequential request strategies. Each subject is given the same four sets of situations. The responses to the questionnaire serve as the main dependent variable, measuring susceptibility to marketing techniques. An overview of the four techniques follows.

The first technique is called the "foot-in-the-door" technique. This is when the influencer sets the stage for the real request by first getting a person to comply with a much smaller request. Freedman and Fraser (1966) tested the impact of this technique with field experiments. They called female homemakers and asked them to answer questions about household products. Three days later they were called again and asked if they would allow men into their homes for two hours to rummage through their house to make an inventory of household products. Of subjects that had been contacted earlier, 53% agreed to this request while only 22% of those who were given the second request alone consented, illustrating the foot in door is an effective technique.

The second type of request strategy is "low-balling," which is when the influencer secures an agreement but then increases the size of the request by revealing hidden costs. Cialdini et al (1978) conducted a study to discover the effectiveness of this technique. Students were called and asked if they would be willing to participate in a study for extra credit. Some of the subjects knew before they made the decision that the study started at 7 A.M. while others were only told this after they had already agreed to participate. Of the subjects that knew before hand, 31% volunteered while 56% of those who did not know agreed to participate. Revealing hidden costs after the agreement was confirmed to be a more effective way to get participants.

The third request strategy is the "door-in-the-face" strategy in which the influencer makes a huge request that is to be rejected so that the smaller, real request does not seem so bad in comparison and people will be more willing to accept it. Cialdini et al (1975) tested this strategy by asking college students to volunteer to work at a counseling center for juvenile delinquents for two hours a week for the next two years. Then they

were asked to take a group of delinquents on a two hour trip to the zoo. Fifty percent of subjects that were given both requests agreed to take the kids to the zoo. However, only 17% of people that were given the second request alone agreed.

The fourth sequential request strategy is called the "that's-not-all" technique. This is when the influencer begins with an inflated request then immediately decreases the size of the request by offering a discount or bonus. Burger (1986) ran a study to test how effective this strategy is by setting up a booth where he sold cupcakes. For some customers, he told them the cupcakes were 75 cents. Others were told that the cupcakes were a dollar, but then he immediately told them the price was reduced to 75 cents. Sales for the 75 cent starting price group were only 44% compared to 73% for those who thought the price had been reduced. While the ultimate price for both groups was the same, the apparent reduction in price increased sales, showing this technique is very effective.

The present research considers how these techniques influence the decisions of people who rely upon either an analytical, intuitive, or regret-based decision making style. It relies upon a natural groups design by drawing on three types of subjects. First, the decision maker type of each subject was determined by the DMI. Then the hypothetical situations questionnaire was used to demonstrate how susceptible an individual is to marketing techniques. In each situation there will be a susceptible choice, which means that if the subject chooses it they fell for the marketing technique. Comparisons between type of decision maker and those who made the susceptible choice will be made, which should reveal that a lower proportion of analytical decision makers made the susceptible choice than intuitive and regret based decision makers. Because



analytical decision makers are less intuitive and have a high need for cognition, they may be most resistant to all marketing techniques. On the other hand, intuitive decision makers and regret based decision makers should be more vulnerable to the techniques because of the way they make decisions. Intuitive decision makers are impulsive so they may go with their gut feelings about buying something as opposed to thoroughly thinking about the situation and realizing they are being tricked by a marketing technique. Regret based decision makers will make decisions to avoid harm and bad feelings so their decisions will be based on feeling more than important knowledge about the product and the situation they are in.

A post choice questionnaire will demonstrate how each person made their decisions, rating how important each aspect of the situation (i.e. price quality of product, etc.) was in their decision making. Analytical decision makers may report that each item has more importance in their decision making because they will consider all points of the situation before making a decision. Intuitive decision makers may look at one element as having the most importance and ignore all the other factors while regret based decision makers may just base their decision off how the product makes them feel as opposed to the specifics of the product and situation. Therefore intuitive and regret based decision makers will rate each item as having less importance overall than the analytical decision makers.

The post-choice questionnaire also measures how often subjects used different decision making techniques. The type of decision maker and type of decision making techniques will be compared to see if any relationships exist between the two. Analytical decision makers will be more likely to use exhaustive decision making techniques

including weighing the pros and cons because they have a high need for cognition.

Intuitive and regret based decision makers will use quick decision making techniques like satisficing because they make decisions based on impulses and feelings, respectively.

## Method

### Participants

Eighty-eight college students participated in order to fulfill a requirement in an introductory psychology course at The Ohio State University.

### Materials

Nygren's Decision Making Inventory (DMI) (see: Appendix A) is a 45 item self-report measure that indicates if the subject is an analytical, intuitive, or regret-based decision maker. Subjects indicate on a Likert scale from 1 (strongly disagree) to 6 (strongly agree) how much they agree with a list of 45 statements about decision making. There are fifteen items on each of three scales: analytical, intuitive, and regret-based emotional decision making style. The inventory is reliable and valid (Nygren and White, 2002). Subjects also completed a series of scales measuring procrastination, self-esteem, optimism, self-efficacy, self-doubt, and confidence in decision making.

The Hypothetical Situations Questionnaire (see: Appendix B) consists of four hypothetical situations based on marketing techniques. Four everyday shopping experiences are described, and each situation is followed by a multiple choice question designed to assess how the subject would react. Subjects must decide what to do in each of the situations. The situations and multiple choice answers are created so that there is a

susceptible choice, meaning that the subject fell for the marketing technique. This questionnaire was created for this study based on sequential request strategies and marketing techniques.

The Post-Choice Questionnaire (see: Appendix C) is a self report measure of how decisions were made with three main elements. (1) Subjects will be asked to indicate how much each part of each situation influenced their decision on a Likert-type scale from 1 to 6. For example they will indicate how much the price or quality of the product influenced their choice. (2) There will be explanations of decision making techniques such as satisficing, elimination by aspects, weighing the pros and cons, etc. Each description will be followed by a question asking how often the subjects used that technique on a Likert-type scale from 0 to 6. (3) There will be questions about how easy it was to make the decision and how confident the subjects are that they made the right decision which will also be answered on a Likert-type scale from 0 to 6.

## Procedure

Subjects entered the laboratory in groups from 8-11, but complete the experiment on their own. They were told they would be filling out questionnaires about how they make decisions, and they gave informed consent and the study began.

First subjects were given Nygren's Decision Making Inventory and scales measuring procrastination, self-esteem, optimism, self-efficacy, self-doubt, and confidence in decision making. After completing those, they were given the Hypothetical Situations Questionnaire. Then they took the post choice questionnaire. When they completed that measure, they were debriefed and allowed to leave.

## Results

The proportions of each type of decision maker that made the resistant choice in the hypothetical situations were compared. In the first situation that involves purchasing a couch and uses the "low-balling" techniques, when giving advice, 29% of high analytical DM's, 27% of low analytical DM's, 23% of high intuitive DM's, 30% of low intuitive DM's, 33% of high regret DM's, and 19% of low regret DM's made the susceptible choice. In the first situation, when reporting what they themselves would do, 24% of high analytical DM's, 31% of low analytical DM's, 23% of high intuitive DM's, 33% of low intuitive DM's, 33% of high regret DM's, and 22% of low regret DM's made the susceptible choice.

The second situation involves buying a camcorder on eBay and is based off of the "foot-in-the-door" technique. In this situation, when giving advice, 76% of high analytical DM's, 88% of low analytical DM's, 81% of high intuitive DM's, 80% of low intuitive DM's, 75% of high regret DM's, and 85% of low regret DM's made the susceptible choice. In the second situation, when reporting what they themselves would do, 59% of high analytical DM's, 73% of low analytical DM's, 61% of high intuitive DM's, 53% of low intuitive DM's, 54% of high regret DM's, and 70% of low regret DM's made the susceptible choice.

In the third situation about buying a home gym that used the "door-in-the-face" technique, when giving advice, 12% of high analytical DM's, 27% of low analytical DM's, 13% of high intuitive DM's, 23% of low intuitive DM's, 8% of high regret DM's, and 19% of low regret DM's made the susceptible choice. In the third situation, when

reporting what they themselves would do, 6% of high analytical DM's, 19% of low analytical DM's, 10% of high intuitive DM's, 20% of low intuitive DM's, 8% of high regret DM's, and 19% of low regret DM's made the susceptible choice.

In the fourth situation about buying a sweater that uses the "that's-not-all" technique, when giving advice, 29% of high analytical DM's, 19% of low analytical DM's, 29% of high intuitive DM's, 30% of low intuitive DM's, 33% of high regret DM's, and 26% of low regret DM's made the susceptible choice. In the fourth situation, when reporting what they themselves would do, 26% of high analytical DM's, 15% of low analytical DM's, 29% of high intuitive DM's, 33% of low intuitive DM's, 42% of high regret DM's, and 19% of low regret DM's made the susceptible choice.

These percentages are represented in Figures 1 and 2. Figure 1 shows the percent that made the susceptible choice when giving advice, and Figure 2 shows the percent that made the susceptible choice when the subjects made the decision for themselves. T-tests showed that there were no significant differences of percent that made the susceptible choice by DM type.

When comparing the advice people gave and what they reported they would do themselves, there are some interesting differences. In situation one, more people made the susceptible choice when giving advice than when they said what they would do. Low analytical (31, 27), low intuitive (33, 30) and low regret (22, 19). High intuitive and high regret had the same percent that made the susceptible choice for advice and what they themselves would do (33, 33). Only high analytical had a lower percentage of making the susceptible choice when saying what they would do than giving advice (24, 29).

In the second situation, everyone made the susceptible choice more when giving advice than when saying what they would do. When asked about if they made differences, one person wrote "Many people have luck on eBay, so Janet should try. However, I am a bit leery about online bidding." Several of the responses are similar in nature to this one.

In the third situation, most people made the susceptible choice more when giving advice: high analytical (12, 6), low analytical (27, 19), high intuitive (13, 10), and low intuitive (23, 20). The other two groups did not have any differences based on advice or what they would do: high regret (8, 8) and low regret (19, 19). One person commented, "I advised Aaron to buy the \$700 home gym because it seemed to have a lot of good features for only \$200 more than he was willing to spend originally. If he uses it a lot the \$200 extra he spent will be worth it. I decided to continue shopping because I don't work out so I don't need a home gym." It seems to be a common theme that the participants did not feel a need to buy a home gym for themselves, but made the susceptible choice when giving advice since the character in the story had a need for the gym.

In the fourth situation, 3 of the 6 groups of DM's made the susceptible choice more when giving advice than when saying what they would do: high analytical (29, 26), low analytical (19,15) and low regret (26, 29). High intuitive had no differences (29, 29), and low intuitive and high regret made the susceptible choice more when they said what they would do (30, 33) and (33, 42). In this situation some people realized "the original is cheaper than the sale, and it fits better." However, others were susceptible to the marketing technique and commented "the sweater on sale because it is likely of better quality, being originally priced \$100."

Correlations between decision making style and the responses to the post-choice questionnaire were computed. We looked at the influences in participants' decision making, the ease in confidence in their decisions, and the decision making techniques they use, all by DM type.

In the post choice questionnaire, participants were asked to rate how important each element of the situation was to them in making their decision. These elements include price, appearance, current bid, features, and sale. Analytical scores were positively and significantly correlated with price influence in situation 1 ( $p < .01$ ), current bid influence in situation 2 ( $p < .01$ ), feature influence in situation 2 ( $p < .05$ ), and price influence in situation 3 ( $p < .01$ ). Intuitive decision makers were not significantly correlated with any of the influences of the features. Regret based decision makers were positively correlated with price influence in situation 1 ( $p < .01$ ), appearance influence in situation 1 ( $p < .01$ ), current bid influence in situation 2 ( $p < .01$ ), price influence in situation 3 ( $p < .01$ ), and feature influence in situation 3 ( $p < .05$ ). (see Table 1)

We also calculated correlations between how easy the decision was to make and DM type. Analytical DM's were positively and significantly correlated with ease in decision making in situation 2 ( $p < .01$ ), situation 3 ( $p < .05$ ), and situation 4 ( $p < .01$ ). Intuitive decision makers were positively and significantly correlated with ease in decision making in situation 2 ( $p < .05$ ). Regret based decision makers were not significantly correlated with ease in confidence in any of the situations. (see Table 2)

Next, we examined the correlations between confidence in decision making and DM type. Analytical DM's were positively and significantly correlated with confidence in their decisions in situation 2 ( $p < .05$ ) and situation 4 ( $p < .01$ ). Intuitive DM's were

positively and significantly correlated with confidence in their decision in situation 1 ( $p < .05$ ). Regret based decision makers were not significantly correlated with confidence in any of their decisions. (see Table 3).

Finally we looked at the DM techniques participants reported using in relation to their DM type. Analytical DM's were positively correlated with using pro and cons ( $p < .01$ ), satisficing ( $p < .01$ ), and minimizing regret ( $p < .05$ ). Analytical DM's were negatively correlated with using a previous strategy ( $p < .05$ ). Intuitive decision makers were positively correlated with using multi-attribute utility theory ( $p < .01$ ). Regret based decision makers were positively correlated with using pros and cons ( $p < .05$ ) and minimizing regret ( $p < .01$ ).

### Discussion

The first hypothesis was that analytical DM's would be the least susceptible to the marketing techniques presented in the hypothetical situations questionnaire. However, there were no significant differences between DM types in how susceptible they were to the techniques. Analytical DM's were never the most susceptible in each situation, but they were not always the least susceptible. The differences were slightly in the expected direction, but the differences were so small they can be considered negligible. The first hypothesis was not supported.

The second hypothesis was that analytical DM's would be the most influenced by aspects of the situation. This hypothesis was partially supported. Correlations show that for four of the eight elements of the situations, analytical decision makers were significantly influenced. As expected, intuitive decision makers were not significantly



correlated with influences of any of the elements of the situations. Intuitive DM's were all over the place, with no one thing being important in their decision which makes sense because they just go with their instincts, and do not necessarily look at all of the features of a situation when making a decision. Regret based decision makers were positively correlated with being influenced by the elements in five of the eight situations which was unexpected. However, in retrospect, this makes sense since analytical and regret based decision makers were correlated with each other. In trying to avoid making a bad decision, regret based DM's also look at all elements of the situation, weighing all their options to make sure it is the right decision.

Finally, it was hypothesized that analytical DM's would use exhaustive DM techniques more than the other two types of DMs. Analytical decision makers were positively correlated with using pros and cons, satisficing, and minimizing regret. Analytical DM's were negatively correlated with using a strategy that worked before. Weighing pros and cons and satisficing are both exhaustive techniques while using a strategy that worked before could be considered as taking the easy way out by not thoroughly examining each situation separately. These results support the hypothesis that analytical DM's use exhaustive decision making techniques. The positive correlation between analytical DMs and minimizing regret makes sense since analytical DM's were positively correlated with regret based DM's. Regret based DM's also were positively correlated with using pros and cons and minimizing regret which shows the similarities between analytical and regret based DMs. These similarities were not expected, however they make sense in retrospect. Intuitive decision makers were positively correlated with using multi attribute utility theory, which is a very exhaustive DM technique. These

results were quite unexpected, and I still can explain why this correlation occurred. This study added to the information about individual differences in decision making. While there were no significant differences in susceptibility to marketing techniques by decision maker type, there were interesting and significant differences in how each type of decision maker made their decisions.

If I were to run this study again, I would change the hypothetical situations questionnaire. I want to add more features to the story so that in the post choice questionnaire I have more elements to ask about that could have influenced their decisions. Another problem with the hypothetical situations questionnaire is that while it seems that the "door-in-the-face" technique was not very effective because very few participants fell for it, the real reason may be the way the situation was written. In the third situation the decision was between spending \$700, \$1300, or walking away. These prices may be too high for college students so that they will not even consider buying the home gyms and walk away. However, in the first situation, the couches only cost \$300 or \$500, which may have seemed like more reasonable prices to the participants. I would also like to run pretests on these questionnaires to make sure they make sense and are having the desired effects.

In the future, I would like to examine some alternate explanations. Research has shown that people are not always good at knowing why they act the way they do. In this study, it may be the case that participants are reporting what they think they would do, but may not be accurate. Ideally, I would like to compare what people say they would do with their actual behaviors. It would be interesting to collect participants' DM styles using the DMI and then observe their actual shopping behaviors and compare that data to

what was found in this study. I would expect differences in results between the two types of collection because filling out a paper and pencil measure may not fully involve the participant in the situation. Once they are actually participating in the situation, more feelings and emotions may be involved, and they would be spending their own money as opposed to pretending to buy things as in the hypothetical situations questionnaire.

Future studies could examine the elements that are important to the participants in each situation. If we know that price influences analytical decision makers a lot and that the features influence intuitive decision makers, it may be possible to twist an advertisement in way or another to try to manipulate the way the different decision makers make their decision by emphasizing the price or the features.

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Figure Caption

Figure 1. Percent of participants that made the susceptible choice when giving advice in each hypothetical situation by decision maker type

Figure 2. Percent of participants that made the susceptible choice when reporting what they would do in each hypothetical situation by decision maker type

Table 1. Correlations between element influences of each situation and decision maker type

Table 2. Correlations between ease in decision making and decision maker type.

Table 3. Correlations between confidence in decision making and decision maker type

Appendix A. Decision Making Inventory

Appendix B. Hypothetical Situations Questionnaire

Appendix C. Post Choice Questionnaire

Figure 1

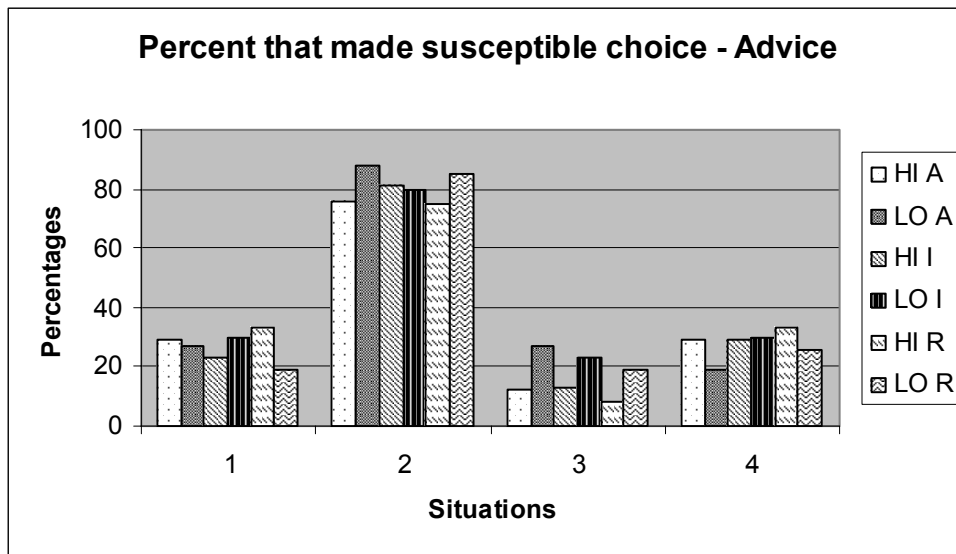


Figure 2

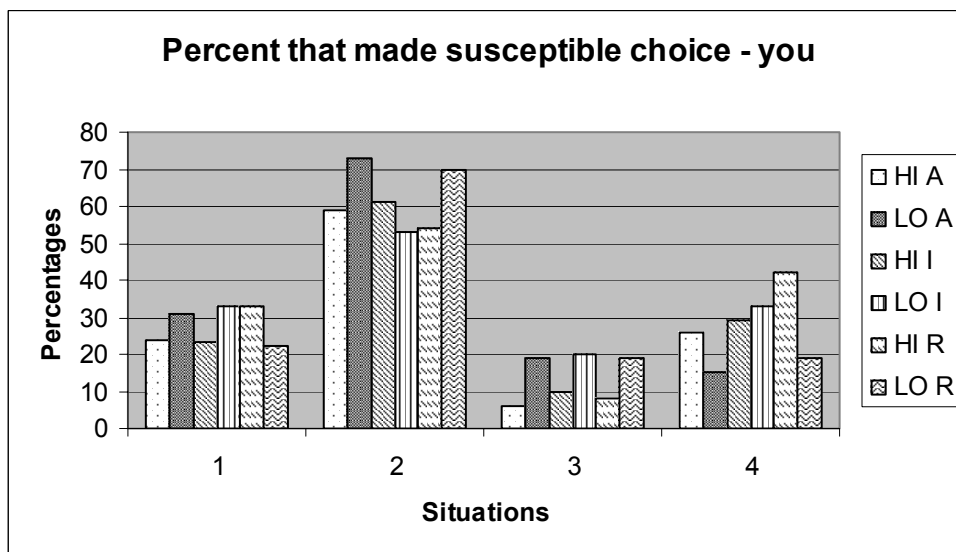


Table 1

		<b>Analytical</b>	<b>Intuitive</b>	<b>Regret</b>
<b>Situation 1</b>				
Price Influence	Correlation	.275(**)	-0.029	.341(**)
Appearance Influence	Correlation	-0.096	0.055	.281(**)
<b>Situation 2</b>				
Current Bid Influence	Correlation	.403(**)	0.046	.324(**)
Feature Influence	Correlation	.248(*)	0.071	0.204
<b>Situation 3</b>				
Price Influence	Correlation	.316(**)	0.031	.338(**)
Feature Influence	Correlation	-0.009	-0.066	.234(*)
<b>Situation 4</b>				
Price Influence	Correlation	0.041	0.011	0.023
Sale Influence	Correlation	-0.135	0.116	-0.030

Table 2

		<b>Analytical</b>	<b>Intuitive</b>	<b>Regret</b>
<b>How easy to decide 1</b>	Correlation	-0.090	0.184	0.041
<b>How easy to decide 2</b>	Correlation	.280(**)	.212(*)	0.095
<b>How easy to decide 3</b>	Correlation	.230(*)	0.094	0.132
<b>How easy to decide 4</b>	Correlation	.348(**)	0.192	-0.067

Table 3

<b>Confidence in Decision 1</b>	Correlation	0.022	.274(*)	-0.004
<b>Confidence in Decision 2</b>	Correlation	.256(*)	0.206	0.056
<b>Confidence in Decision 3</b>	Correlation	0.163	0.099	0.099
<b>Confidence in Decision 4</b>	Correlation	.414(**)	0.179	0.006



## Appendix A

**Decision Making Inventory 16P-55 Summer, 2005      Nygren WL**

First, please fill in your name and email address below so that we may contact you later to ask you to participate in one of our risk perception, gambling, flight simulation, or other decision making studies.

NAME \_\_\_\_\_ e-mail \_\_\_\_\_

Age \_\_\_\_\_ Male / Female \_\_\_\_\_ College Major \_\_\_\_\_

We are interested in how you typically go about making decisions. Think about different situations and contexts where you have made decisions recently. Then for each statement below indicate the degree to which you agree or disagree with that statement. Keep in mind that there are no right or wrong answers to any of these items, because there is no single "best" way to make every decision. It is important that you try to answer all questions. However, if you feel uncomfortable with any item, you may choose to omit it. Use the following rating scale for each statement.

<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
<b>Strongly</b>	<b>Moderately</b>	<b>Slightly</b>	<b>Slightly</b>	<b>Moderately</b>	<b>Strongly</b>
<b>Disagree</b>	<b>Disagree</b>	<b>Disagree</b>	<b>Agree</b>	<b>Agree</b>	<b>Agree</b>

- 1 \_\_\_\_ I feel that if I plan my decisions carefully I will make good decisions.
- 2 \_\_\_\_ In spontaneous decision situations I usually find that I have good intuitions.
- 3 \_\_\_\_ I think that I could keep myself from worrying later if I had made a bad decision.
- 4 \_\_\_\_ In making decisions I first try to make a mental list of all the factors or attributes that will be important to my decision.
- 5 \_\_\_\_ I can get a good "feeling" for most decision situations very quickly.
- 5 \_\_\_\_ I sometimes spend too much time hesitating before making decisions.
- 7 \_\_\_\_ Before I make a decision, I like to figure out the most efficient way of studying it.
- 8 \_\_\_\_ I feel that I have a knack for making good, quick decisions.
- 9 \_\_\_\_ Before I make a decision, I think about whether others will approve or disapprove of it.
- 10 \_\_\_\_ I'm very rational when it comes to evaluating risky options.
- 11 \_\_\_\_ I think that relying on one's "gut feelings" is a sound decision making principle.
- 12 \_\_\_\_ I tend to be someone who worries a lot over decisions I've made.
- 13 \_\_\_\_ In making decisions I first make a careful initial estimate of the situation.
- 14 \_\_\_\_ There are many common sense "rules-of-thumb" that I know of that usually lead to good decisions.
- 15 \_\_\_\_ After making a decision, I find that I often go back and re-evaluate the situation.
- 16 \_\_\_\_ I try to pay attention to past information in making new decisions.
- 17 \_\_\_\_ Sometimes decisions, even important ones, are not difficult to make because they just "feel" right.
- 8 \_\_\_\_ I have trouble putting the results of disappointing decisions I've made behind me.
- 9 \_\_\_\_ A good rule of thumb is that the more information I have in making a decision, the better that decision will be.
- 10 \_\_\_\_ Simple decision rules usually work best for me.
- 11 \_\_\_\_ I rarely rethink old decisions I've made.
- 12 \_\_\_\_ In making decisions I try to evaluate the importance of each piece of information in the decision process.
- 13 \_\_\_\_ When forced to make a quick decision, I find that information that readily comes to mind is usually the most useful in making a choice.

- |                                   |                                     |                                   |                                |                                  |                                |
|-----------------------------------|-------------------------------------|-----------------------------------|--------------------------------|----------------------------------|--------------------------------|
| 1<br><b>Strongly<br/>Disagree</b> | 4<br><b>Moderately<br/>Disagree</b> | 3<br><b>Slightly<br/>Disagree</b> | 4<br><b>Slightly<br/>Agree</b> | 5<br><b>Moderately<br/>Agree</b> | 6<br><b>Strongly<br/>Agree</b> |
|-----------------------------------|-------------------------------------|-----------------------------------|--------------------------------|----------------------------------|--------------------------------|
- 
- 24 \_\_\_ Worrying about future decisions that I have to make is something I often do.
  - 25 \_\_\_ I always try to be fully prepared before I begin working on making a decision.
  - 26 \_\_\_ My first reaction to a decision situation usually turns out to be the best one.
  - 27 \_\_\_ Many times when I look back on a choice I've made, I wish that I would have put more effort into evaluating the alternatives.
  - 28 \_\_\_ In making decisions I try to examine the importance of the good and bad points of each alternative.
  - 29 \_\_\_ If I can't decide what to do, I go with my "best guess".
  - 30 \_\_\_ When I find out that I've made a bad decision I feel a lot of regret.
  - 31 \_\_\_ I like to take a rational, systematic approach to making decisions.
  - 32 \_\_\_ When making decisions, my first instinct usually turns out to be best.
  - 33 \_\_\_ If I were gambling at a casino I would prefer to play simpler games like slot machines where you don't have to concentrate on playing complex strategies.
  - 34 \_\_\_ My best decisions are those for which I've carefully weighed all of the relevant information.
  - 35 \_\_\_ I let my intuition play a big part in most decisions I make.
  - 36 \_\_\_ I generally don't make very good decisions under time pressure.
  - 37 \_\_\_ I generally rely on careful reasoning in making up my mind.
  - 38 \_\_\_ I often rely on my first impression when making a decision.
  - 39 \_\_\_ I sometimes get "butterflies" in my stomach when I have to make decisions.
  - 40 \_\_\_ I like to make decisions in an orderly manner.
  - 41 \_\_\_ I rely on my intuition in making many of my personal decisions.
  - 42 \_\_\_ After making a decision I sometimes worry about the regret I'll feel if the outcome turns out to be a bad one.
  - 43 \_\_\_ Most important decisions in life are complex and need to be evaluated in a systematic way.
  - 44 \_\_\_ I find that my best decisions usually result from using the "quick and easy" approach rather than the "slow but sure" method.
  - 45 \_\_\_ Unexpected bad outcomes have a greater impact on me than do unexpected good outcomes.
  - 46 \_\_\_ I waste a lot of time on trivial matters before getting to the final decision.
  - 47 \_\_\_ Even after I make a decision I delay acting upon it.
  - 48 \_\_\_ I don't make decisions unless I really have to.
  - 49 \_\_\_ I delay making decisions until it's too late.
  - 50 \_\_\_ I put off making decisions.
  - 51 \_\_\_ A quick, intuitive decision rule usually works best for me.
  - 52 \_\_\_ I make my best choices when I have to make quick, instinctive decisions.
  - 53 \_\_\_ Taking an action that could result in a bad outcome would be worse than taking no action at all.
  - 54 \_\_\_ I tend to remember bad decisions I've made.
  - 55 \_\_\_ Before I make a decision, I think about whether I might regret it later.

we are interested in how you typically go about making judgments and decisions. For each of the four short inventories below indicate the degree to which you agree or disagree with that statement. Keep in mind that there are no right or wrong answers to any of these items. It is important that you try to answer all questions. However, if you feel uncomfortable with any item, you may choose to omit it. Use the following rating scale for each statement.

1	2	3	4	5	6
Strongly Disagree	Moderately Disagree	Slightly Disagree	Slightly Agree	Moderately Agree	Strongly Agree

1. When something goes wrong, I can usually think of something to do to make it better.
  2. I feel that I have some control over important areas of my life.
  3. I have very few personal goals in my life.
  4. I feel I have little control over the events in my life and many things happen by chance.
  5. I view most problems as personal challenges.
  6. I know if I try, things will turn out well.
  7. I frequently feel overwhelmed by the things that happen in my life.
  8. I regularly engage in activities that I enjoy.
  9. Often I know what I want but feel unable to get it.
  10. I think I am good at taking care of myself.
  11. When faced with a difficult situation, I usually feel like I can handle it.
  12. I often have trouble expressing my opinion.
  13. Events in my personal life often interfere with my performance at work.
  14. If I can't do a job the first time, I keep trying until I can.
  15. I enjoy a challenge.
  16. I view myself as my own best friend.
  17. I like to try new things.
  18. I can usually tell people what I think.
  19. I'm one of those people who just keep going no matter what happens.
  20. I can rely on myself.
- 
1. In uncertain times, I usually expect the best.
  2. If something can go wrong for me, it will.
  3. I'm always optimistic about my future.
  4. It's important for me to keep busy.
  5. I hardly ever expect things to go my way.
  6. I rarely count on good things happening to me.
  7. Overall, I expect more good things to happen to me than bad.



1 Strongly Disagree	2 Moderately Disagree	3 Slightly Disagree	4 Slightly Agree	5 Moderately Agree	6 Strongly Agree
1.	When I make plans, I am certain I can make them work.				
2.	One of my problems is that I cannot get down to work when I should.				
3.	If I can't do a job the first time, I keep trying until I can.				
4.	When I set important goals for myself, I rarely achieve them.				
5.	I give up on things before completing them.				
6.	I avoid facing difficulties.				
7.	If something looks too complicated, I will not even bother to try it.				
8.	When I have something unpleasant to do, I stick to it until I finish it.				
9.	When I decide to do something, I go right to work on it.				
10.	When trying to learn something new, I soon give up if I am not initially successful.				
11.	When unexpected problems occur, I don't handle them well.				
12.	I avoid trying to learn new things when they look too difficult for me.				
13.	Failure just makes me try harder.				
14.	I feel insecure about my ability to do things.				
15.	I am a self-reliant person.				
16.	I give up easily.				
17.	I do not seem capable of dealing with most problems that come up in life.				
1.	I feel good about myself as a person.				
2.	I like who I am.				
3.	It is hard for me to remember the positive things people say about me.				
4.	I am very critical of myself.				
5.	I think I am a worthwhile person.				
6.	Even though I make mistakes, I still feel good about myself as a person.				
7.	I think of myself in negative terms (e.g., stupid, lazy).				
8.	It is easy for me to list 5 things I like about myself.				
9.	I can never quite measure up to my own standards.				
10.	I view myself in a positive light (intelligent, caring).				
11.	Even when I goof up, I basically like myself.				
12.	There are times when I doubt my worth as a person.				
13.	I tend to look at what I do badly rather than what I do well.				
14.	My sense of self-esteem is easily disturbed.				
15.	When I look in the mirror I like who I see.				

ID Number \_\_\_\_\_ AGE \_\_\_\_\_ MALE / FEMALE \_\_\_\_\_

We are interested in how well these 20 statements describe you. Read each of the statements below and for each one indicate whether or not you agree with that statement, using the 1 to 6 scale below. Please keep in mind that there are no right or wrong answers to any of these items. It is important that you try to answer all questions. However, if you feel uncomfortable with any item, you may choose to omit it. Use the following rating scale for each statement.

Strongly Disagree	Moderately Disagree	Slightly Disagree	Slightly Agree	Moderately Agree	Strongly Agree
1	2	3	4	5	6

- \_\_\_ 1. I have difficulty making decisions.
- \_\_\_ 2. I often depend too much on what others say.
- \_\_\_ 3. Oftentimes, I feel "stuck" because of being uncertain about what to believe.
- \_\_\_ 4. After deciding something, I tend to worry about whether my decision was wrong.
- \_\_\_ 5. I frequently find myself afraid of not doing the right thing.
- \_\_\_ 6. Once I make a decision, I don't stew on the matter any longer.
- \_\_\_ 7. I often have the sense that others know better than I do.
- \_\_\_ 8. Oftentimes, I put off making difficult decisions.
- \_\_\_ 9. Many times I don't know what to do next.
- \_\_\_ 10. I often don't trust myself to make the right decision.
- \_\_\_ 11. I often don't know what to feel or believe.
- \_\_\_ 12. In almost all situations I am confident of my ability to make the right choices.
- \_\_\_ 13. I often trust the judgment of others more than my own.
- \_\_\_ 14. I often worry about whether a decision I made will have bad consequences.
- \_\_\_ 15. I have a great deal of confidence in my opinions.
- \_\_\_ 16. In making a decision, I often tire myself out by switching back and forth from one conclusion to another.
- \_\_\_ 17. I am inclined to have trouble knowing where to stand on an issue.
- \_\_\_ 18. When making a decision, I often feel confused because I have trouble keeping all the relevant factors in mind.
- \_\_\_ 19. I wish I were more confident in my opinions.
- \_\_\_ 20. Frequently, I doubt my ability to make sound judgments.

## Appendix B

1. Sam has just moved into a new house and he needs new furniture. On Saturday he goes into a furniture store. He shops around for awhile, and he finally finds a couch he likes. It is the right colors to match his living room. The fabric it is made of is sturdy, and the couch itself is very comfortable. In addition, the couch is in his price range, costing \$300. He decides this is the best couch in the store, and he is going to buy it. He takes the next step and finds a sales person for assistance. They are happy to help him, however when they look at the computer they find that the couch was discontinued. The only couch available is the display on the floor. They are still willing to sell the display to him; however it looks a little worn in as it is dirty and has a small tear on the side. Seeing Sam's disappointment, the sales person shows him a similar couch. It would still match Sam's living room, and it is comfortable, too. However, the couch that is in stock is more expensive, costing \$500.

Imagine you are advising Sam. Which of the following options would you suggest Sam does? Please circle one (A, B, or C). Then indicate on the scale from 1 (totally unacceptable) to 7 (completely acceptable) how acceptable you think each option is.

A. Buy the floor model couch for \$300

1                      2                      3                      4                      5                      6                      7

B. Buy the available couch for \$500

1                      2                      3                      4                      5                      6                      7

C. Leave the store

1                      2                      3                      4                      5                      6                      7

If you were in this situation which option would you do? Please circle one (A, B, or C). (It can be the same as above, but it does not have to be). Then indicate on the scale from 1 (totally unacceptable) to 7 (completely acceptable) how acceptable you think each option is.

A. Buy the floor model couch for \$300

1                      2                      3                      4                      5                      6                      7

B. Buy the available couch for \$500

1                      2                      3                      4                      5                      6                      7

C. Leave the store

1                      2                      3                      4                      5                      6                      7

2. Janet is a third year student at a public university. One day while she is checking her email, she gets an email from eBay. She has never bought anything online before, but her friends talk about how great eBay is, so she decides to open the email to see what they have to say. The email says that if she signs up for eBay within a week she can get a free coupon for a \$5 gift certificate redeemable at any store. Although she is unsure about eBay, she wants the free \$5, and there is no online purchase required to get the coupon. So she goes to the website and creates a user name. She is now officially an eBay member. A week later she gets another email from eBay, and this time they are reminding her that she is a member. She decides to sign in and start browsing their products. She finds a camcorder camera with a large screen and mp3 player. It also has an 8x zoom. It comes with over \$200 worth of accessories and the current bid is only \$16.50. She thinks about all the fun she could have making movies with her friends, and how she could even use it for school projects. However, she is still unsure about online purchasing. What will you do?

Imagine you are advising Janet. Which of the following options would you suggest Janet does? Please circle one (A, B, or C). Then indicate on the scale from 1 (totally unacceptable) to 7 (completely acceptable) how acceptable you think each option is.

A. Place a bid on the camcorder

1                      2                      3                      4                      5                      6                      7

B. Close the internet browser without bidding on anything

1                      2                      3                      4                      5                      6                      7

C. Continue browsing and bid on something else

1                      2                      3                      4                      5                      6                      7

If you were in this situation which option would you do? Please circle one (A, B, or C). (It can be the same as above, but it does not have to be). Then indicate on the scale from 1 (totally unacceptable) to 7 (completely acceptable) how acceptable you think each option is.

A. Place a bid on the camcorder

1                      2                      3                      4                      5                      6                      7

B. Close the internet browser without bidding on anything

1                      2                      3                      4                      5                      6                      7

C. Continue browsing and bid on something else

1                      2                      3                      4                      5                      6                      7

3. Aaron goes into a local sports store, looking for a home exercise system. He wants a weight lifting machine to help tone his body and build muscle. He is looking to spend around \$500. He is not sure what products are available so he finds a sales representative to help him look at all his options. First, they show him the extreme home gym which offers over 65 gym-quality exercises. It helps build your back, shoulder muscles, glutes, hamstrings, quads, and legs. This machine can be compacted so it can fit anywhere. This machine costs \$1300. Aaron asks the sales person to show him one and she shows him the motivator home gym. It offers over 50 gym-quality exercises which help work your back, shoulders, and legs, but it does not have nearly as many alternatives as the extreme home gym. This one costs \$700.

Imagine you are advising Aaron. Which of the following options would you suggest Aaron does? Please circle one (A, B, or C). Then indicate on the scale from 1 (totally unacceptable) to 7 (completely acceptable) how acceptable you think each option is.

A. Ask the sales person to show you more home gyms

1                      2                      3                      4                      5                      6                      7

B. Buy the extreme home gym for \$1300

1                      2                      3                      4                      5                      6                      7

C. Buy the motivator home gym for \$700

1                      2                      3                      4                      5                      6                      7

If you were in this situation which option would you do? Please circle one (A, B, or C). (It can be the same as above, but it does not have to be). Then indicate on the scale from 1 (totally unacceptable) to 7 (completely acceptable) how acceptable you think each option is.

A. Ask the sales person to show you more home gyms

1                      2                      3                      4                      5                      6                      7

B. Buy the extreme home gym for \$1300

1                      2                      3                      4                      5                      6                      7

C. Buy the motivator home gym for \$700

1                      2                      3                      4                      5                      6                      7



4. Mari is shopping for winter clothes, and she is specifically looking for a sweater. She visits a few stores in the mall without finding anything she really likes. Finally, when she walks into one store she sees a blue sweater she really likes. It's very soft and thick enough to keep her warm. She tries it on and it fits perfectly, like it was made for her. This sweater costs \$40. She continues shopping in the same store and finds another sweater she likes in the clearance rack. It is also very soft and meets her needs for winter clothes. This sweater also looks good on Mari. It was originally \$100 and is now 50% off, only \$50. She has \$60, only enough to buy one of the sweaters.

Imagine you are advising Mari. Which of the following options would you suggest Mari does? Please circle one (A, B, or C). Then indicate on the scale from 1 (totally unacceptable) to 7 (completely acceptable) how acceptable you think each option is.

A. Buy the clearance sweater for \$50

1                      2                      3                      4                      5                      6                      7

B. Leave this store without buying anything

1                      2                      3                      4                      5                      6                      7

C. Buy the originally \$40 sweater

1                      2                      3                      4                      5                      6                      7

If you were in this situation which option would you do? Please circle one (A, B, or C). (It can be the same as above, but it does not have to be). Then indicate on the scale from 1 (totally unacceptable) to 7 (completely acceptable) how acceptable you think each option is.

A. Buy the clearance sweater for \$50

1                      2                      3                      4                      5                      6                      7

B. Leave this store without buying anything

1                      2                      3                      4                      5                      6                      7

C. Buy the originally \$40 sweater

1                      2                      3                      4                      5                      6                      7

## Appendix C

## Post Choice Questionnaire

You will be asked a series of questions about how you made decision in each of the hypothetical situations. Try your best to recall what you were thinking while you made the decisions and answer honestly.

For the questions 1-7 think about the decision you made for the first hypothetical situation. When answering questions 2-6, please consider how made the decision for yourself and NOT how you made the decision for Sam. In this situation, Sam was deciding about which couch to buy for his new house.

1. What advice did you give Sam?

- A. Buy the floor model couch for \$300
- B. Buy the available couch for \$500
- C. Leave the store

2. What did you say you would do?

- A. Buy the floor model couch for \$300
- B. Buy the available couch for \$500
- C. Leave the store

3. How much did price influence your choice?

1	2	3	4	5	6	7
Not at all			Somewhat			Extremely

4. How much did the overall appearance influence your choice?

1	2	3	4	5	6	7
Not at all			Somewhat			Extremely

5. How easy was this decision to make for you?

1	2	3	4	5	6	7
Not at all			Somewhat			Extremely

6. How confident are you that you made the best decision?

1	2	3	4	5	6	7
Not at all			Somewhat			Extremely

7. Now that you have answered these questions based on the decision you made for yourself, are there any differences in how you made the decision for yourself and how you made the decision for Sam? Please explain:

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For the questions 8-14 think about the decision you made for the second hypothetical situation. When answering questions 9-13, please consider how made the decision for yourself and NOT how you made the decision for Janet. In this situation, Janet was deciding about whether or not to purchase a camcorder on eBay.

8. What advice did you give Janet?

- A. place a bid on the camcorder
- B. close the internet browser without bidding on anything
- C. continue browsing and bid on something else

9. What did you say you would do?

- A. place a bid on the camcorder
- B. close the internet browser without bidding on anything
- C. continue browsing and bid on something else

10. How much did the current bid influence your choice?

1	2	3	4	5	6	7
Not at all			Somewhat			Extremely

11. How much did the features of the camcorder influence your choice?

1	2	3	4	5	6	7
Not at all			Somewhat			Extremely

12. How easy was this decision to make for you?

1	2	3	4	5	6	7
Not at all			Somewhat			Extremely

13. How confident are you that you made the best decision?

1	2	3	4	5	6	7
Not at all			Somewhat			Extremely

14. Now that you have answered these questions based on the decision you made for yourself, are there any differences in how you made the decision for yourself and how you made the decision for Janet? Please explain:

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For the questions 15-21 think about the decision you made for the third hypothetical situation. When answering questions 16-20, please consider how made the decision for yourself and NOT how you made the decision for Aaron. In this situation, Aaron was deciding about which home gym to buy.

15. What advice did you give Aaron?

- A. ask the sales person to show you more home gyms
- B. buy the extreme home gym for \$1300
- C. buy the motivator home gym for \$700

16. What did you say you would do?

- A. ask the sales person to show you more home gyms
- B. buy the extreme home gym for \$1300
- C. buy the motivator home gym for \$700

17. How much did price influence your choice?

1	2	3	4	5	6	7
Not at all			Somewhat			Extremely

18. How much did the features of the home gym influence your choice?

1	2	3	4	5	6	7
Not at all			Somewhat			Extremely

19. How easy was this decision to make for you?

1	2	3	4	5	6	7
Not at all			Somewhat			Extremely

20. How confident are you that you made the best decision?

1	2	3	4	5	6	7
Not at all			Somewhat			Extremely

21. Now that you have answered these questions based on the decision you made for yourself, are there any differences in how you made the decision for yourself and how you made the decision for Aaron? Please explain:

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For the questions 22-28 think about the decision you made for the fourth hypothetical situation. When answering questions 23-27, please consider how made the decision for yourself and NOT how you made the decision for Mari. In this situation, Mari was deciding about which sweater to buy.

22. What advice did you give Mari?
- A. buy the clearance sweater for \$50
  - B. leave this store without buying anything
  - C. buy the originally \$40 sweater

23. What did you say you would do?
- A. buy the clearance sweater for \$50
  - B. leave this store without buying anything
  - C. buy the originally \$40 sweater

24. How much did price influence your choice?

1	2	3	4	5	6	7
Not at all			Somewhat			Extremely

25. How much did the sale influence your choice?

1	2	3	4	5	6	7
Not at all			Somewhat			Extremely

26. How easy was this decision to make for you?

1	2	3	4	5	6	7
Not at all			Somewhat			Extremely

27. How confident are you that you made the best decision?

1	2	3	4	5	6	7
Not at all			Somewhat			Extremely

28. Now that you have answered these questions based on the decision you made for yourself, are there any differences in how you made the decision for yourself and how you made the decision for Mari? Please explain:

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Now you will be presented with a number of decision making techniques. Think about how you made your decisions (OR THINK ABOUT HOW YOU MAKE PURCHASING DECISIONS IN EVERYDAY LIFE) and indicate how much you use each technique on a scale from 1 (not at all) to 7(all the time).

1. Case-based reasoning: compare the experience you're deciding about to a previous experience you've had.

1                      2                      3                      4                      5                      6                      7

2. Satisfice: work through the choice problem until you find one that works best.

1                      2                      3                      4                      5                      6                      7

3. Elimination-by-aspects: start with one criterion that the right choice might have and then eliminate all those that do not have it. Then choose another aspect that the right choice might have and eliminate those that don't have it and continue this process until you have one right answer.

1                      2                      3                      4                      5                      6                      7

4. Use the pros and cons of each alternative: determine the good and bad aspects of each choice and choose the one with the most pros and the least cons.

1                      2                      3                      4                      5                      6                      7

5. Minimizing maximum regret: making a decision in attempt to avoid feeling regretful after it has been made.

1                      2                      3                      4                      5                      6                      7

6. Expert's choice: relying on what an expert tells you to choose.

1                      2                      3                      4                      5                      6                      7

7. Use a strategy that worked before

1                      2                      3                      4                      5                      6                      7

8. Multi Attribute Utility Theory: Give weights of each characteristic based on their importance to you. Then rate each available choice on each of the weighted characteristics. The choice with the highest score becomes the right choice for you.

1                      2                      3                      4                      5                      6                      7